



Public Relations & Marketing Director

Position Summary

The Public Relations & Marketing Director is responsible for developing and implementing marketing, communications, and public relations strategies that increase awareness, attendance, sponsorship visibility, and community engagement for the annual Isle of Eight Flags Shrimp Festival. This position oversees the festival's brand, digital presence, media relations, and promotional campaigns while coordinating with committee board and directors, sponsors, vendors, and community partners.

The Isle of Eight Flags Shrimp Festival is the largest event in Nassau County with an annual attendance of approximately 150,000. The Shrimp Festival committee is an all-volunteer committee with an Executive Board and 19 committee directors.

This is a volunteer position.

Key Responsibilities

Digital and Social Media Management

- Develop and execute an annual social media marketing plan.
- Create a content calendar leading up to, during, and following the festival.
- Maintain consistent messaging across all social media platforms.
- Monitor social media trends and recommend new engagement opportunities.

Content Creation

- Create engaging graphics, photos, videos, and written content.
- Promote festival events, entertainment, contests, vendors, sponsors, and volunteer opportunities.
- Highlight community partnerships and festival history.
- Coordinate live coverage during festival events when possible.

Community Engagement

- Respond to comments, messages, and public inquiries in a timely and professional manner.
- Monitor online reviews and public feedback.

Website and Digital Communications

- Coordinate updates to the festival website.
- Ensure event information remains current and accurate.
- Promote events, volunteer registration, sponsorship opportunities, and vendor applications through digital channels.

Brand and Content Management

Brand Stewardship

- Maintain a consistent visual identity and messaging across all festival communications.
- Ensure appropriate use of festival logos, colors, fonts, and branding guidelines.
- Review promotional materials for brand consistency.

Marketing Materials

- Coordinate the development of a festival guide in partnership with local newspaper, posters, banners, sponsor recognition and signage.

Content Development

- Write promotional copy for print and digital media.
- Develop feature stories highlighting festival traditions, volunteers, sponsors, entertainers, and community impact.
- Coordinate photography and video assets for marketing efforts.
- Maintain a library of approved images, logos, and promotional materials.

Sponsor Visibility

- Work closely with the Sponsorship Director to ensure sponsor recognition obligations are fulfilled.
- Coordinate sponsor logos and acknowledgments across marketing materials and digital platforms.
- Promote sponsor contributions before, during, and after the festival.

Media Relations

- Develop relationships with local, regional, and statewide media outlets.
- Prepare and distribute press releases.
- Coordinate media advisories and event announcements.
- Maintain an updated media contact list.

Public Relations

- Promote positive public awareness of the festival throughout the year.
- Serve as a primary media contact or coordinate media interviews with festival leadership.
- Assist in preparing official statements and public communications.
- Coordinate media credentials for festival coverage.

Event Promotion

- Secure calendar listings in local publications and online event calendars.
- Coordinate interviews with television, radio, newspapers, magazines, and podcasts.
- Promote special events, entertainment announcements, scholarship programs, contests, and community activities.

Crisis Communications

- Assist festival leadership in preparing communication strategies for weather delays, emergencies, schedule changes, or other public announcements.
- Ensure timely and accurate dissemination of information through appropriate communication channels.

Committee and Community Collaboration

The Public Relations & Marketing Director works closely with:

- Festival Chairman, Executive Board and committee directors including:
- Sponsorship, Entertainment, Parade, Volunteer, Pageant Directors.
- Manages festival photographer.
- Recruits volunteers to successfully execute the goals of the public relations/marketing committee.

Qualifications

- Commitment to the mission and values of the Isle of Eight Flags Shrimp Festival.
- Strong communication and interpersonal skills.
- Proficiency with word, WordPress, email management, Google Drive and basic record-keeping systems including MS Office Suite.
- Experience in marketing, communications, public relations, journalism, advertising, or related fields.
- Ability to work collaboratively with volunteers, sponsors, community organizations, and media representatives.

Time Commitment

- Year-round planning and coordination.
- Increased activity during the six months leading up to the festival.
- Attendance at planning meetings, promotional events, media appearances.
- Year-round volunteer position with 1 committee meeting per month and weekly meetings in April.
- Meetings with the Public Relations and Marketing committee as needed.
- Participation during festival weekend.

Goals of the Position

To create a successful marketing and public relations plan by collaborating with Festival Board, committee and community.

- Increase community awareness of the Isle of Eight Flags Shrimp Festival.
- Grow attendance and visitor engagement.
- Strengthen sponsor visibility and recognition.
- Build positive relationships with media and community partners.
- Preserve and promote the festival's tradition, history, and reputation.
- Deliver consistent, professional, and engaging communications across all platforms.

Additional Information/Questions

Contact: Mary Molusky, Chairman
Chairman@shrimpfestival.com

To Apply: [Application Link](#)